AUSTIN COMMUNITY COLLEGE
CONTINUING EDUCATION

Photoshop Web Design (Beginning)
(21 hours)
ITNW 6001

COURSE SYLLABUS

Course Description: Learn the basics of digital imaging, and how to create, modify, and retouch images, and optimize them for the web. Exercises include color correction, image retouching, photo manipulation, working with layers, typography and effects, optimizing graphics for the web. Prerequisites: basic computer skills.

Objectives: Every student will be able to:
• Understand and manipulate file resolutions
• Improve color and contrast in digital images
• Create complex, accurate selections in photos
• Use Layers to compose complex images
• Apply non-destructive edits with SmartFilters, Adjustment Layers and Layer Masks
• Set type
• Optimize graphics for the fastest downloads with minimal quality loss
• Create basic animation

Rationale: Photoshop is the industry standard image editing software, and tool of choice for web designers.

Type of Course: Short Course

Evaluation: Students will be evaluated on their completion of hands-on exercises created to ensure the student has achieved all course objectives, and by class participation. In order to receive CEU credit for a course, the students must demonstrate competence in the basic use of Photoshop by completing image compositions provided by the instructor. The instructor will validate each participant's achievement of the course objectives by signing and awarding individual certificates of completion.

Course Outline:
I. introduction to digital imaging   (1 hour)
        A. Resolution and resampling
        B. Color modes

II. Introduction to Photoshop   (5 hours)
        A. Photoshop's tools
        B. Color correction
        C. Creating selections

III. Layers   (4 hours)
        A. Working with Layers
        B. Layer masks
        C. Adjustment layers
        D. Layer effects

IV. Working with Type   (2 hour)

V. Smart Objects and SmartFilters   (1 hours)

VI. Practical applications   (5 hours)
        A. Building a printed postcard
        B. Building a web page mock-up

VII. Optimizing images   (1 hour)
        A. GIF vs. JPEG vs. PNG
        B. Optimization settings

VIII. Animation & Slicing   (2 hours)

Student Assessment Checklist:
At the completion of the course each student will be able to:
• Understand and manipulate file resolutions
• Improve color and contrast in digital images
• Create complex, accurate selections in photos
• Use Layers to build complex images
• Apply non-destructive edits with SmartFilters, Adjustment Layers and Masks
• Set type
• Optimize graphics for the fastest downloads with minimal quality loss
• Create basic animation